

# 2013 City of Austin Google Fiber Community Connections Program Application and Instructions

Google has announced plans to bring Google Fiber to Austin residents. The plan calls for building an ultra, high speed broadband network with Internet speeds of one gigabit per second, up to 100 times faster than normal to Austin's homes.

Google has agreed to provide up to 100 sites with broadband Internet services through its fiber network free of charge until April 8, 2023 in addition to City Hall and the new Central Library. These Community Connections will be to public or non-profit sites in the City of Austin that provide access and services directly to Austinites through what is being called the Community Connections program. Under the agreement with Google Fiber, the City of Austin will create the proposed list of sites for the program.

It is the City Council's goal to ensure an application and selection process that is transparent, available to all, and utilizes a clear set of [selection criteria](#) adopted by the City Council. Community Connections aims to provide fiber speed internet access directly to the public and will serve for innovation and digital inclusion, resulting in advancements unique to Austin's spirit.

Attached is the Community Connections Site Application, which is due by September 30, 2013.

Please direct questions to the City's Telecommunications & Regulatory Affairs Office at [digital.inclusion@austintexas.gov](mailto:digital.inclusion@austintexas.gov) or 512-974-2999.

For more information and application: [austintexas.gov/digitalinclusion](http://austintexas.gov/digitalinclusion)

Thank you for your consideration.



## Community Connections Site Selection Application Form

The City of Austin will propose **100** public or non-profit organizations to receive Google Fiber connections at their locations.

### **Application Packet**

In order to be considered for selection, please submit the following items:

- **General Application Form.** Complete this form (ensuring that it is signed and dated).
- **Criteria Form. Complete this form as fully as possible.** If the organization offers services at more than one location, the applicant should complete the Criteria Form for each location and prioritize the single location that will benefit the most from having a gigabit of service.

### **Application Submission**

All applications are due in the Office of Telecommunications & Regulatory Affairs (TARA) before **4:45 p.m. on Friday, September 30, 2013**. Late applications will not be considered.

Submissions may be submitted by email or snail mail to:

Email: [digital.inclusion@austintexas.gov](mailto:digital.inclusion@austintexas.gov)

Address: City of Austin - Municipal Building -124 W. 8<sup>th</sup> Street, Suite 210, Austin, Texas 78701

Phone: 512.974.2999

### **Application Review Process**

#### ***Community Applications***

- August 26, 2013 - Community Site Applications Available
- September 30, 2013 - Deadline for Site Applications for Community Connections
- October 1-31, 2013 - Staff Review & Assessment

#### ***Site List Adoption***

- November 6, 2013 – Community Tech & Telecommunications Commission - Discussion & Input
- November 13, 2013 – Emerging Technology & Telecommunications Council Committee - Discussion & Recommendation to Council
- November 21, 2013 - Council Discussion & Adoption of Community Connection Site List
- End of 2013 - Google Fiber requested deadline for Community Connection Site List from City

### **Privacy Statement**

This information is being collected and will be used to assist in determining your organization's eligibility and qualification for receiving a community connection on the City's proposed site list. This information provided may be published by the City. Any information collected, assembled, or maintained by or for a governmental body is subject to the Public Information Act.

## Community Connections General Application Form

*(Please complete this portion of application only once per organization if submitting for multiple sites)*

General Application Form

**Applicant Organization Name:** Texas Educational Broadcasting Co-Operative, Inc

**Alias/DBA:** KOOP Radio

**Program Name for Google Fiber Connection:**

KOOP Connections

**Organization Mission and Purpose:**

To provide high quality, innovative, and diverse community-oriented programming to Austin with an emphasis on those communities that are ignored or underserved by mainstream media.

**Organization Website:** [www.koop.org](http://www.koop.org)

**Contact Name:**

Andrew Dickens, Board Member

Kim McCarson, Executive Director

**City:** Austin

**State:** TX

**Zip:** 78722

**Phone:** 512-472-1369

**Email:** [Andrew@koop.org](mailto:Andrew@koop.org) [Kim@koop.org](mailto:Kim@koop.org)

**Location(s) applying for site selection (including physical address of location) and how long your organization plans on being at each location:**

Main Studios: 3823 Airport Blvd, Suite B, Austin, TX 78722

**Type of Organization:**

☒ Non-Profit

☐ Public Entity

**Number of years in operation:**

19

**Number of employees at location:**

2 Full Time, 2 Part Time

## Community Connections Criteria Form

*(Please complete this portion of application for each location in an electronic document and please explain each response, 1000 words maximum per response, please)*

### Criteria Form

Please include location if applying for more than one location:

#### Organization

1. What is your agency's vision? *(response required for all agencies)*

The vision of KOOP Radio is a vision of community; we aim to be a shining, welcoming, multi-faceted gem in the Austin media landscape.

KOOP is committed at all times to creating an atmosphere and culture of mutual support and respect, one that is welcoming of everyone regardless of race, age, class, disability, ethnic origin, religion, gender, lifestyle, or sexual orientation.

KOOP strives to be a place where access to the mass media becomes more readily available by the people, for the people; a place where the individual passions and expertise of our community member DJs, programmers, producers and hosts are given a venue to shine forth without being restrained by commercial interest; a place where representatives from many different communities in Austin can meet to form a nexus, forging the connections to create a broader, more inclusive community that encompasses all.

Being an all-volunteer, cooperatively run radio station, KOOP is committed to fostering a culture of mentorship, offering training and opportunities in broadcasting to one and all, free of charge; to welcoming new volunteers with open arms and to nurturing their skills and interests so that they may contribute to the great community radio experiment that is KOOP.

KOOP is a democratically administered radio station with a passionate commitment to self governance and social justice. KOOP is dedicated to giving a voice to the voiceless and to serving the underrepresented through a fantastic diversity of music, culture, information and perspective that defines its uniqueness.

KOOP celebrates Austin and endeavors to provide a venue for local voices of all kinds, while at the same time making connections between our fair city and the farthest reaches of the world around us.

We invite you to be part of creating this convergence where community radio, its listeners and volunteers coalesce in vision, interest and mission.

2. What is your agency's mission and purpose? *(response required for all agencies)*

KOOP's mission is to provide high quality, innovative, and diverse community-oriented radio

programming to Austin, with an emphasis on those communities that are ignored or underserved by mainstream media.

KOOP provides a diverse array of programming, emphasizing content that deals with local issues and/or serves communities which are under-served by the mainstream media.

Each of these programs is produced by an individual or by a collective of members. Any member of the community can join our organization and apply to produce a radio program — and KOOP provides the facilities and the training.

3. Please list your organization's affiliations, community partnerships, certifications, and/or accreditations. *(response required for all agencies)*

KOOP is licensed by the Federal Communications Commission (FCC).

KOOP is a member of the National Federation of Community Broadcasters, the Texas Association of Broadcasters, and Greater Public.

KOOP has worked in partnership with the Griffin School (an accredited high school with a focus on the arts) over the past 19 years, providing the opportunity for high school children to learn radio broadcast and production skills. The students produce a show each week called *Youth Spin* and receive school credit for their program. The program is by and for high school youth and is produced and aired from the KOOP studios under the direction of school and station staff. *Youth Spin* is the recipient of an award from the National Federation of Community Broadcasters as an outstanding program.

Specific recent examples of partnerships include an on air fundraiser coordinated with the American Red Cross of Central Texas for relief after the 2011 Bastrop Wildfires. KOOP also worked with local arborists They Might Be Monkeys to raise money to help reforest the Bastrop State Park after the devastating fires. KOOP was the first radio station in Austin to help fund an effort to replant the forests in Bastrop. KOOP was also the only public radio station in Austin that received special dispensation from the FCC to raise money for fire victims on the air. (Non-commercial stations are prohibited from raising money for another entity without permission from the FCC.)

Other collaborations include KOOP's work with the Blood and Tissue Center of Central Texas. Last year, KOOP hosted a blood drive at the station and helped collect 14 pints of blood for central Texans. KOOP's next blood drive is scheduled for November 1st this year.

KOOP also has long term collaborations with the Central Texas Bluegrass Association, the Austin Friends of Traditional Music, and the Austin PowWow. KOOP also works through partnership to promote several festivals including SXSW, the Pecan Street Festival, Old Settlers Festival, Kerrville Folk Festival, and the Austin Film Festival, among others.

KOOP participates in an internship program with the Texas State School for the Blind and Visually Impaired, where we offer internship opportunities.

4. What is the total number of unduplicated clients served by your organization at this location last fiscal year? *(response required for non-profit agencies only)*

Our programming serves the entire Central Texas area and is heard worldwide on [koop.org](http://koop.org). We estimate listenership at approximately 40,000 weekly listeners. We have approximately 145 active programmers

and volunteers.

5. Briefly provide an overview of your organization and the services it offers. *(response required for all agencies)*

KOOP (pronounced co-op) is a community radio station in Austin, TX, owned and operated by its members in a cooperative structure, and depending primarily upon its volunteers and supporters for all operations of the station.

KOOP is the only radio station that provides free training in the art and science of broadcasting and production to the public and offers community members the opportunity to have a program on the air. KOOP programs are 100% locally produced. We provide programming that focuses on communities not served by other media, such as programs for youth, the elderly, and the disabled, programs in Spanish, programs for the LGBT community, programs about sustainability, conservation and the environment and much more. KOOP plays 2,000 public service announcements per year for community service organizations. The station also supports local artists and music through interviews, ticket giveaways, live performance and other promotion.

KOOP has been serving the community since 1994 and has received numerous awards for our support of community needs, local artists, and for fulfilling our mission of training anyone in the community in the art and science of broadcasting.

6. Describe the community issues your organization is attempting to address. Include a description of the population most at risk of experiencing the issues described. *(response required for non-profit agencies only)*

KOOP seeks to ensure that all communities can participate in the media and have an opportunity to discuss what is important to them. As an increasing number of media outlets are bought by large conglomerates, there are fewer opportunities for community participation in the media. Today, a handful of large corporations own most of the media outlets in the United States. KOOP exists to provide local independent voice to the community of Austin and is owned and operated by the community as a community licensee.

7. Describe the demographics (e.g. ethnicity, gender, age, and income levels) and geographic characteristics of the community members your organization serves. *(response required for non-profit agencies only)*

The age breakdown of our contributing listeners is:

18-34: 18%

35-44: 27%

45-54: 29%

55-65: 23%

Over 65: 1%

Ethnicity breakdown of contributing listeners:

34% Hispanic

10% African-American

43% of our contributing listeners are female, 57% are male.

Our Youth Spin program in collaboration with the Griffin School provides an opportunity for high school students to write, produce, and present radio programs every week.

8. Describe your organization's accessibility (e.g. accessible main entrance, within blocks of a public bus

stop, etc.). *(response required for non-profit agencies only)*

KOOP is an ADA accessible facility – including all of our studio areas. Unique in radio, the broadcast consoles in KOOP's two studios sit on platforms that were specially built at a height to allow someone in a wheelchair to reach all of the channels and controls. We are located within one block of a bus stop. We are close to the Mueller development and will be within walking distance to the proposed light rail extension.

Our programming is accessible to anyone with a radio or internet connection.

We have an active outreach program that recruits individuals throughout our community and we teach training classes monthly. We also actively recruit community organizations to make them aware of our services and seek their participation.

9. If selected, how will your organization incorporate Google Fiber into the services it offers? *(response required for all agencies)*

We will use Google Fiber to:

- a) Expand our online delivery of live and prerecorded programs. Our current DSL is barely able to support transmission of a low bit rate live stream and leaves little room for providing additional streams or uploading large audio files for our listeners to download. Google Fiber will allow us to immediately provide higher quality and more reliable web streams, while providing enough bandwidth for us to upload large files for web distribution.
- b) Make it easier for volunteers to participate who have difficulty coming to our studios due to family or work obligations or who are mobility or transportation impaired. With the additional bandwidth supported by Google Fiber we will be able to use teleconferencing and collaboration tools, such as Google+ Hangouts, so that volunteers not able to make it to the studio can still work with and collaborate with their fellow volunteers.
- c) Explore cloud based audio editing applications to facilitate group and community edited content. Cloud based applications exist for video editing and we would like to attempt to extend this capability to audio editing. This would allow volunteers to send audio recorded in the field or in our studios to a cloud based service such as Amazon EC2. This platform would allow us to spin up additional editing and storage capacity as needed to meet demand without having to purchase additional machines. It would also strengthen the capability for teams to work on projects without having to come to the studios.
- d) Support External Backups. KOOP generates several hours of audio content every day, and our DSL does not have sufficient extra capacity to transmit this data to an offsite storage location. External backups are a critical part of our disaster recovery plan, and a necessary method to preserve the cultural contributions created in our studios.
- e) Facilitate reliable remote broadcasting. We currently support limited low bit rate streaming from events around town, such as the 2012 Mayoral debate that we hosted. Having a higher bandwidth connection allows us accept more connections from the field, provides us a way to control studio equipment, and would allow us to mix in other rich content with our audio. We have codecs from Tieline and software from ENCO which have interfaces for smart devices; however, we do not have the spare bandwidth to support them reliably.
- f) Experiment with “second screen” applications – some stations are experimenting with attaching auxiliary content such as links and other information synchronized with broadcasts. This allows listeners to go back and find web links and information about information discussed on a broadcast.
- g) Accept more content generated from and submitted by the community. With a high bandwidth connection we could accept audio submitted by community members and we could curate this audio in our projects.

10. The City of Austin requires an annual report explaining how selected organizations and the community they serve benefit from Google Fiber. If selected, how will your organization measure the impact Google Fiber has on those served by your organization? Describe evaluation methods, goals, and objectives.  
*(response required for all agencies)*

Our overall goal is to improve access to KOOP as a resource. We want to enable greater participation from community members so that we can more effectively share the stories of Austinites from all walks of life. There are a number of individual metrics that we can measure to demonstrate how Google Fiber achieves these goals:

- a) Our webstreams suffer from many dropouts on our DSL connection. We have logging in place which monitors the number of stream listeners, the average amount of time that they listen, and counts instances where our stream drops out.  
We propose an initial goal of reducing our drop outs by 90% over our 2013 baseline, and increasing our online listening by 20% (as measured by Aggregate Tuning Hours over 2013 baseline).
- b) We track volunteer involvement through a volunteer hour tracking application. Through this system we can document overall volunteer hours, and can differentiate what activity takes place on site and which takes place through remote access. Our initial goal will be to increase our overall number of active volunteers by 10% and conduct at least 15% of our activity through remote access.
- c) We will seek to demonstrate a specific case where a community member is engaged in the KOOP community who would not have been able to do so prior to Google fiber.

### **Community**

*(responses required for all agencies)*

1. Briefly describe how Google Fiber will enhance public participation in your organization's service.

We intend to use Google Fiber to increase community participation through online collaborative editing and videoconferencing. We specifically want to reduce the barriers for participation among community members that are mobility or transportation challenged.

2. Briefly describe how your organization promotes digital inclusion.

KOOP's mission is to train citizens in our community the art and science of radio broadcasting. We are constantly recruiting new members and hold training classes monthly which are available to anyone in the community. As a part of this training new members learn how to use state of the art digital broadcast equipment including computers, editing software, and social media. Our programs target all segments of our community, especially those underserved by other media.

3. Will bringing Google Fiber to your organization help the underserved? Please explain.

KOOP's primary mission is to serve communities not served by existing media. Google Fiber will strengthen our mission, and will specifically help include people who have challenges making it to our studios and meetings. This include people who have work, family, or caretaker responsibilities that make it difficult to physically get to KOOP's studios, as well as those who face mobility or transportation challenges.

4. How much of your community will benefit from the Google Fiber connection?



Our entire listenership will benefit from better, more reliable, and higher quality online streaming and more online programs. We hope to attract new volunteers through the projects outlined above.

5. Briefly describe how your organization will offer a new community service as a result of the Google Fiber connection.

No other radio station in central Texas invites the public to participate on the air for free or offers free broadcast training. Access to this service gives a voice to the community at a time when most media outlets are owned by a few multinational companies. However, access is limited to those who cannot get the station. Google Fiber would be offering a whole new community service to those who cannot currently participate in Austin's community radio station through allowing that community access.

Google Fiber would also allow us to experiment with receiving audio and content contributed by any interested community member, which we could curate in our own programs.

Google Fiber will also allow us to experiment with second screen applications, enhanced remote broadcasting and providing more content over the web (see Criteria, Question #9).

### **Innovation**

*(responses required for all agencies)*

1. Please describe the potential innovative applications that could be developed with a gigabit connection.

Many video editing platforms have moved to cloud providers in order to allow collaborative editing between remote locations. No such application currently exists for audio, but such an application would fill a need at KOOP and make it easier for community members to participate.

Cloud based services (such as Amazon's EC2) allow the ability to spin up computing instances only when needed. This has been demonstrated in video editing to allow great capacity when needed without having to purchase a lot of hardware which may sit idle. We'd like to use these capabilities to allow for audio editing whenever our programmers need it.

2. Does your organization have or foresee high bandwidth applications?

Yes. We already transmit streaming audio and remote broadcasts. We would like to do much more, but are constrained by our available internet connection which can barely keep our low bitrate streams up and running.

Google Fiber would allow us to immediately stream audio with a higher quality and greater reliability. Google Fiber would allow us to utilize other high bandwidth applications such as streaming video, collaborative audio editing, and videoconferencing / telepresence applications.

The ability to maintain remote backups is a key part of our disaster recovery plan. Unfortunately we generate much more data every day than our DSL connection could possibly transmit. So only a small portion of our data is backed up offsite.

3. Briefly describe how your organization is interested in advancing your technology.

KOOP has consistently worked to provide state of the art facilities in order to advance our mission. We have been quick to employ new technologies within the allowances of our budget. We have aggressively pursued grants and other opportunities to expand and enhance our ability to do high quality production.

4. Does your organization have the capacity and resources to advance your technologies? Please explain.

KOOP is well positioned to advance our technology. KOOP has an extensive and capable IT backbone consisting of two Cisco Catalyst 2960G switches capable of managing an aggregate of 48Gbps of traffic. These switches can directly connect to the Google Fiber Port at a full 1Gbps rate. Our facility has more than 2 miles of CAT6 cable installed. We have HP Proliant servers, two of which can be immediately deployed to test new applications. We also have a volunteer technical team which is capable of planning and executing infrastructure projects. Andrew Dickens, who leads the tech team, is an Electrical Engineer and holds a certification from the Society of Broadcast Engineers.

### **Practical Pragmatic**

*(responses required for all agencies)*

1. Will the connection help your organization financially? How?

Yes. Google Fiber would be able to replace our DSL connection, reducing our telecom expenditures by approximately \$960/year. It will also vastly improve the reliability of our web streams, which will have an immediate effect on our ability to maintain an online listenership.

Our only other option to gain comparable capability to what Google Fiber is offering would be to purchase a dedicated Enterprise product such as Metro Ethernet.

Unfortunately the cost of these Enterprise type products is more than an order of magnitude greater than the low speed business DSL available in our area. Bridging the gap between the capability that we can get now and the capability that we would like to have would be an insurmountable obstacle without Google Fiber.

2. Will this be the organization's primary or secondary connection?

We plan to make Google Fiber our primary connection. We would like to use it for data and voice. Depending on the available service level agreement and voice features, we might keep a secondary connection primarily to replace copper phone lines.

3. Does your organization have (or will it have) equipment necessary to connect?

Yes. We have a Cisco Catalyst 2960G Gigabit switching network within our facility. We can directly connect to a fiber jack at the full 1Gbps speed.

4. Does your organization currently have access to a high bandwidth connection?

We have access to legacy AT&T business class DSL. AT&T is ending support for their dedicated business products and transitioning to U-verse.

We have evaluated our internet options and found that we only have a choice between either low speed DSL-like consumer products or extremely expensive Enterprise products.

**Applicant's Statement**

I certify that answers given herein are true and complete to the best of my knowledge. I understand that false or misleading information given in my application will result in disqualification. I understand and agree that I am required to abide by City of Austin ordinances, policies and rules.

I understand if selected to receive a Google Fiber connection that the organization I represent may be required to:

☒ submit an annual report to the TARA Office explaining how the organization has benefited from the free service.

  
Signature

Sept 30, 2013  
Date

Board Member  
Title

**Please submit this form to TARA by 4:45 p.m. on Friday, September 30, 2013.**

Email: [digital.inclusion@austintexas.gov](mailto:digital.inclusion@austintexas.gov)

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